

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-20 (Canceled)

21. (New) A method for providing selected content selected from a plurality of content stored at a network-based device to a wireless mobile device to be operated upon at the wireless mobile device pursuant to a selected locking requirement that is determinative of use of the selected content at the wireless mobile device until the locking requirement is met, said method comprising:

receiving at the network-based device an indication of selection of which of the plurality of content is to form the selected content;

presenting at least a first locking requirement associated with the selected content, the indication of selection of which is received during said operation of receiving; and selectively providing the selected content to the wireless mobile device together with the at least the first locking requirement to permit the selected content to be operated upon pursuant to at least a selected one of the at least the first locking requirement.

22. (New) The method of claim 1 further comprising the operations of:

storing the selected content, once provided during said operation of selectively providing, to the wireless mobile device, at the wireless mobile device; operating upon the selected content at the wireless mobile device in accordance with the selected one of the at least the first locking requirement.

23. (New) The method of claim 22 further comprising the operation, at the wireless mobile device, of determining when the selected one of the first locking requirement is met.

24. (New) The method of claim 23 further comprising the operation subsequent to said operation of determining of unlocking the selected content data to release the selected content out of the selected one of the at least the first locking requirement.

25. (New) The method of claim 23 further comprising the operation of notifying the network-based device of determination made during said operation of determining that the selected one of the first locking requirement is met.

26. (New) The method of claim 25 further comprising the operation of dispensing a reward to a user associated with the wireless mobile device subsequent to notifying the network-based device during said operation of determining.

27. (New) The method of claim 21 wherein said operations of presenting and selectively providing are performed by sending a message from the network-based device to the wireless mobile device that contains both the selected content and the at least the first locking requirement.

28. (New) The method of claim 27 wherein the at least the first requirement provided during said operation of sending comprises a plurality of locking requirements, said method

further comprising the operation, subsequent to said operation of sending, of selecting, at the wireless mobile device, a selected one of the plurality of locking requirements.

29. (New) The method of claim 21 wherein said operation of presenting comprises sending the at least the first locking requirement to the wireless mobile device and wherein said method further comprises the operation of selecting, at the wireless mobile device, a selected one of the at least the first locking requirement.

30. (New) The method of claim 29 further comprising the operation of notifying the network-based device of selection made during said operation of selecting of the selected one of the at least the first locking requirement.



31. (New) The method of claim 20 wherein said operation of selectively providing is performed subsequent to said operation of notifying.

32. (New) The method of claim 31 wherein the at least the first locking requirement selectively provided during said operation of selectively providing together with the selected content comprises the selected one of the at least the first locking requirement.

33. (New) The method of claim 21 wherein the selected content of the plurality of content comprises advertising content and wherein said method further comprises the operation of displaying the advertising content at the wireless mobile device according to the at least the first locking requirement.

34. (New) The method of claim 13 wherein the at least the first locking requirement comprises a manner by which to display the advertising content in human perceptible form.

35. (New) In a wireless mobile device operable in a radio communication system, an improvement of apparatus for operating upon selected content selected from a plurality of content stored at a network-based device and delivered to the wireless mobile device, said apparatus comprising:

a content manager embodied at the wireless mobile device, said content manager for managing the selected content once delivered to the wireless mobile device, management of the selected content provided by said content manager comprising selectively locking the selected content pursuant to a locking requirement, determining when the locking requirement is met, and unlocking the selected content when the locking requirement is determined to have been met.
